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for Patient Transport

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VITALS

A Weekly Safety Newsletter For Medical Transport Professionals

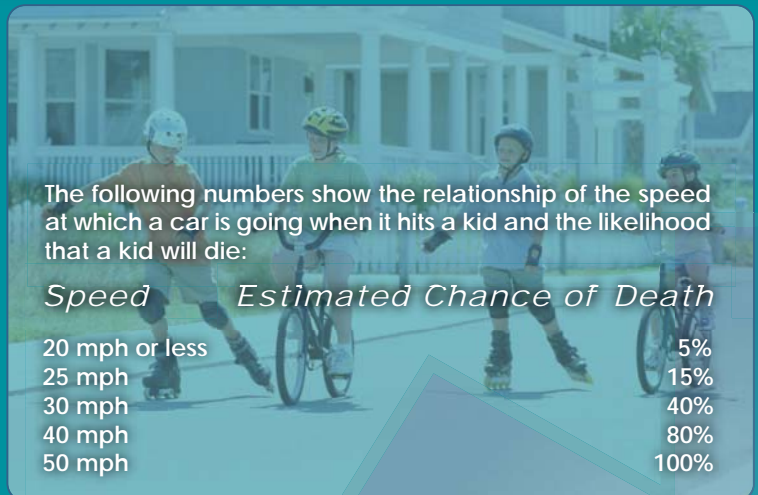
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Safety is a 24/7 Process

In the last couple of weeks, I have had a co-worker and a couple of clients tell me that they have taken issues of "Vitals" home to share with their families. As you might expect, the articles that were most commonly shared with teenagers were those that addressed driving issues. It's not particularly scientific to cherry-pick articles to "prove" a point, but here are some items that should make you want to take safe driving home with you.

Kids Hit By Cars

- Trauma is the leading cause of death and disability in kids.
- Kids hit by cars have the severest injuries and are most likely to die.
- Most kids (82%) get hit in the afternoon or early evening.
- There is no seasonal association. Kids get hit by cars throughout the year.
- Kids struck by an SUV or light truck have a 64% chance of dying.
- When kids are hit by a car that's backing out of a driveway, the person that's driving is a family member or family friend 92% of the time.



Another thing that's not particularly scientific is sharing war stories. I took care of a 5 year old who was being delivered to kindergarten after pre-school by an 18 year old driving a van. While exiting, the kid's backpack strap got caught in the van door. You know what happened. I intubated the child. While we were in the ER with a full trauma team, I continued bagging him and watched his eyes as his brainstem herniated. I saw the look in his mom's eyes when she was told he was dead. The van driver was crying so profoundly I couldn't see her eyes. I hope I never do anything to make me cry like that.

Public Relations First Aid- A Resource Kit For Maintaining A Positive Public Image- Part 1



Who would have ever thought that you could go to the "EMSNetwork" and find headlines taken from newspapers like "Ambulance Driver Accused of Raping Disabled Clients", "Sexual Misconduct Trial of Former Paramedic Begins", "EMT Accused of Sending Kid Porn", and "Former Ambulance Driver Has Long History of Crime, Sexual Deviancy"? What about the less dramatic, but potentially detrimental, articles about staffing, response times, contract disputes and other fiscal issues? Throw in the occasional high profile clinical error "Crash Victim Left for Dead, Found Alive Two Hours Later" and it becomes clear that a reputation can be destroyed quickly and completely by events that nobody can anticipate. Since you can't predict what event you may be forced to address, doesn't it make sense that you'll have a well-conceived, thoroughly developed, and practiced plan for how you will respond to negative press? Isn't it a good idea to have ongoing activities which make the public know who you are, appreciate you and like you before something bad happens?

Every member of your organization needs to be a participant in this process. You must approach protecting the good name of your company in the same manner you approach safety. The next few issues of "Vitals" will contain articles and "mini-articles" that will give you the tools to foster a positive public perception as a matter of routine. We'll also address how you can protect yourself when these unpredictable, volatile events put your reputation in harm's way.

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